



WUTR  
201 Humboldt Street  
Rochester, NY 14610

Shorr Johnson Magnus  
100 North 20th Street  
Suite 201  
Philadelphia, PA 19103

## Contract # 1457008

**Schedule Dates** 11/01/16-11/08/16  
**Advertiser** Charles Schumer/US Senate/Democrat/NY (83888)  
**Agency** Shorr Johnson Magnus (19332)  
**Product** Political - State Senate (1074)  
**Brand** SCHUMER 11.1-11.8 (571548)  
**Salesperson** Millennium - New York, New York (1406)  
**Sales Office** Millennium - New York  
**Buyer Name** D' ETTO,MICHAEL  
**Phone/Fax** /  
**CPE** N/A  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** Friends of Schumer  
This is a :30 buy

**Date Entered** 10/31/16  
**Last Modified** 10/31/16  
**Entered By** Julie Orilio  
**CO-OP** No  
**Headline #** ECR25345015  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$211.50  
**Net Total** \$1,198.50  
**Sales Tax**

### Utica (WUTR)

By Broadcast Month	Spots	Rate
Nov. 2016	15	\$1,410.00
<b>Grand Total:</b>	<b>15</b>	<b>\$1,410.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	11/01/16-11/01/16	3	:30	9A- Live! With Kelly & Michael	1		X						1	\$35.00	\$35.00	Utica (WUTR)	Live with Kelly	10/31/16
2.0	Normal Line / SPOT	11/02/16-11/02/16	3	:30	9A- Live! With Kelly & Michael	1			X					1	\$35.00	\$35.00	Utica (WUTR)	Live with Kelly	10/31/16
3.0	Normal Line / SPOT	11/03/16-11/03/16	3	:30	9A- Live! With Kelly & Michael	1				X				1	\$35.00	\$35.00	Utica (WUTR)	Live with Kelly	10/31/16
4.0	Normal Line / SPOT	11/04/16-11/04/16	3	:30	9A- Live! With Kelly & Michael	1					X			1	\$35.00	\$35.00	Utica (WUTR)	Live with Kelly	10/31/16
5.0	Normal Line / SPOT	11/07/16-11/07/16	3	:30	9A- Live! With Kelly & Michael	1	X							1	\$35.00	\$35.00	Utica (WUTR)	Live with Kelly	10/31/16
6.0	Normal Line / SPOT	11/08/16-11/08/16	3	:30	9A- Live! With Kelly & Michael	1		X						1	\$35.00	\$35.00	Utica (WUTR)	Live with Kelly	10/31/16
7.0	Normal Line / SPOT	11/01/16-11/01/16	3	:30	5P- Ellen	1		X						1	\$70.00	\$70.00	Utica (WUTR)	Ellen	10/31/16
8.0	Normal Line / SPOT	11/02/16-11/02/16	3	:30	5P- Ellen	1			X					1	\$70.00	\$70.00	Utica (WUTR)	Ellen	10/31/16
9.0	Normal Line / SPOT	11/03/16-11/03/16	3	:30	5P- Ellen	1				X				1	\$70.00	\$70.00	Utica (WUTR)	Ellen	10/31/16
10.0	Normal Line / SPOT	11/04/16-11/04/16	3	:30	5P- Ellen	1					X			1	\$70.00	\$70.00	Utica (WUTR)	Ellen	10/31/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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See the back of this document for Advertising Contract Terms and Conditions



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11.0	Normal Line / SPOT	11/07/16-11/07/16	3	:30	5P- Ellen	1	X							1	\$70.00	\$70.00	Utica (WUTR)	Ellen	10/31/16
12.0	Normal Line / SPOT	11/03/16-11/03/16	3	:30	10P- How to Get Away with Murder	1				X				1	\$350.00	\$350.00	Utica (WUTR)	How to Get Away w/Murder	10/31/16
13.0	Normal Line / SPOT	11/06/16-11/06/16	3	:30	8A- Good Morning America Weekend	1							X	1	\$25.00	\$25.00	Utica (WUTR)	GMA Weekend	10/31/16
14.0	Normal Line / SPOT	11/05/16-11/05/16	3	:30	8A- Good Morning America Weekend	1						X		1	\$25.00	\$25.00	Utica (WUTR)	GMA Weekend	10/31/16
15.0	Normal Line / SPOT	11/07/16-11/07/16	3	:30	7:58P- Dancing with the Stars	1	X							1	\$450.00	\$450.00	Utica (WUTR)	Dancin' With the Stars	10/31/16

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